

The 11th Annual

WORLD HEALTH CARE CONGRESS

Connecting and Preparing Leaders for Health Care's Transformation

April 7-9, 2014 • Gaylord National Resort and Convention Center • National Harbor, MD

Celebrating Over Ten Years of the World's Most Influential Thought Leaders



all speaker photos taken from previous World Health Care Congress events

2014 Sponsorship and Exhibit Prospectus

Enhance Your Company's Image, Prestige, and Position

ORGANIZED BY:



To learn more about the 2014 Congress, please visit www.worldhealthcarecongress.com/2014

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Who We Are

The mission of the World Health Care Congress (WHCC) is to transform the delivery, affordability, and quality of health care. The WHCC brings together global thought leaders and key decision-makers to share best practices in an elite networking forum resulting in an exchange of valuable strategies. In 2014, The 11th Annual World Health Care Congress will convene CEOs, senior executives, and government officials from all sectors of health care including the nation's largest employers, hospitals, health systems, health plans, pharmaceutical and biotech companies, and leading government agencies.

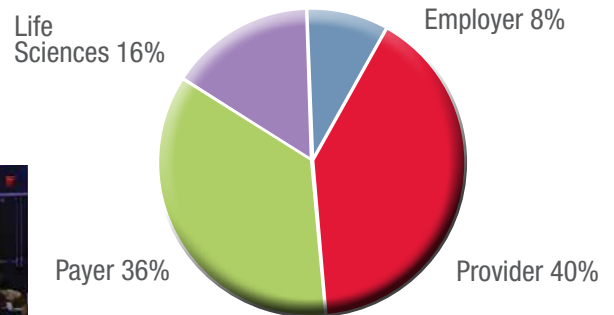
Why Sponsor?

We offer a wide variety of sponsorship packages from Platinum to hospitality-based packages and exhibits. Our consultative approach also allows for customized packages.

Sponsoring and exhibiting provides your company an excellent opportunity to:

- > Generate new leads
- > Create, maintain, and enhance brand awareness
- > Elevate your profile in the eyes of health care professionals
- > Foster relationships with current clients
- > Intellectually influence industry peers

WHCC 2013 Primary Market Attendees Breakdown



- 45% of the 2013 WHCC delegation were senior-level executives including C-suite, Senior Vice Presidents, and Directors.



We View Solution Providers as Partners

Let us help you...

- > Reach your target audience before, during, and after the face-to-face experience
- > Gain direct and personal access to potential clients
- > Maximize your investment by making connections and developing relationships
- > Organize face-to-face meetings
- > Consult as your editorial content advisor
- > Create an experience that matches your goals with the market's needs
- > Obtain leads and a positive ROI

Specific partnership opportunities with World Health Care Congress depend on how we can best meet the needs of the individual client. We work closely with clients to create a worthwhile investment. Examples of participation from solution providers include, but are not limited to:

- > On-site service demos
- > Topic matter expertise
- > Reception/luncheon/breakfast sponsorship
- > Exhibits
- > Summit hosts
- > Discussion group leaders
- > Session moderators

FOR FURTHER INFORMATION ABOUT SPONSORSHIP OF THIS OR OTHER WORLD CONGRESS SUMMITS, PLEASE CONTACT:

David Karp, Manager, Business Development at World Congress • Email: David.Karp@worldcongress.com Phone: 781-939-2468
Bernie Weiss, Vice President, Business Development at World Congress • Email: Bernie.Weiss@worldcongress.com Phone: 781-939-2502

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Sponsorship Opportunities Designed to Raise Your Profile and Ensure You Meet Your Target Market

Enhance your sponsorship level or choose from the unique opportunities below.

Premier Level Sponsorships

PLATINUM	<ul style="list-style-type: none"> › Advisory board membership › Keynote session participation › 2 session speaking roles › Category exclusivity 	<ul style="list-style-type: none"> › Private dinner › Listed as Exclusive Presenting Sponsor › 20x20 networking booth › Mobile app banner › 3 video interviews › Totebag with company logo
GOLD	<ul style="list-style-type: none"> › Advisory board membership › Keynote session moderator or panelist › Category exclusivity 	<ul style="list-style-type: none"> › Private dinner › Listed as a Gold Sponsor › 20x20 networking booth › 2 video interviews
SILVER	<ul style="list-style-type: none"> › Session moderator or panelist › Mobile app banner 	<ul style="list-style-type: none"> › Chair or moderator role › Listed as Silver Sponsor › 8x20 booth › 1 video interview
OFFICIAL INDUSTRY	<ul style="list-style-type: none"> › Branding and thought leadership across specific industry segment › High level panel discussion 	<ul style="list-style-type: none"> › Chair or moderate discussion › Listed as Educational Underwriter › 8x20 networking booth › Mobile app banner › Video interview

Educational Underwriter Opportunities

SUMMIT	<ul style="list-style-type: none"> › High level of branding and thought leadership in one summit › Targeted exposure by underwriting a multi-session educational track › Recommend speakers and topics 	<ul style="list-style-type: none"> › Chair summit and moderate key sessions › 8x10 networking booth
KEYNOTE PANEL OR KEYNOTE INTRODUCTION	<ul style="list-style-type: none"> › High level of branding and thought leadership within keynote session › Recommend speakers and topics 	<ul style="list-style-type: none"> › Panel speaking or chairperson role › 8x10 networking booth
MARKET INSIGHT OR SUMMIT SESSION	<ul style="list-style-type: none"> › High level of branding and thought leadership within session › Recommend speakers and topics for customer session 	<ul style="list-style-type: none"> › Moderate key session › 8x10 networking booth



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Over 130 Members of the Press



The Interviews

Throughout the 2013 conference, over 60 video interviews were conducted with our featured speakers.



David Goldhill
Chief Executive Officer
GAME SHOW NETWORK



John Noseworthy, MD
President and
Chief Executive Officer
MAYO CLINIC



Charles Saunders, MD
Chief Executive Officer of
Emerging Business, **AETNA**



George Halvorson
Chairman and Chief Executive Officer
KAISER PERMANENTE



Harry Reynolds,
Director of Health
Industry Transformation
IBM



Bryan Sivak
Chief Technology Officer
U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES



Omar Ishrak
Chairman and
Chief Executive Officer
MEDTRONIC



Emad Rizk, MD,
President
MCKESSON HEALTH SOLUTIONS



John Torinus
Chairman
SERIGRAPH



John Mackey
Co-Founder and
Chief Executive Officer
WHOLE FOODS MARKET



Richard Salmon, MD, PhD
National Medical Executive
CIGNA HEALTHCARE



Brad Wilson
President and Chief Executive Officer
BCBS OF NORTH CAROLINA



James Mandell, MD
Chief Executive Officer
BOSTON CHILDREN'S HOSPITAL



Professor Muhammad Yunus
NOBEL PEACE LAUREATE
Founder, **GRAMEEN HEALTH**



Interview of **Bryan Sivak**, Chief Technology Officer,
U.S. Department of Health and Human Services



Hear all the
faculty interviews at
[www.worldhealthcarecongress.com/
interviews](http://www.worldhealthcarecongress.com/interviews)



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Thanks for Contributing to Over Ten Years of Excellence

Congress Sponsors



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